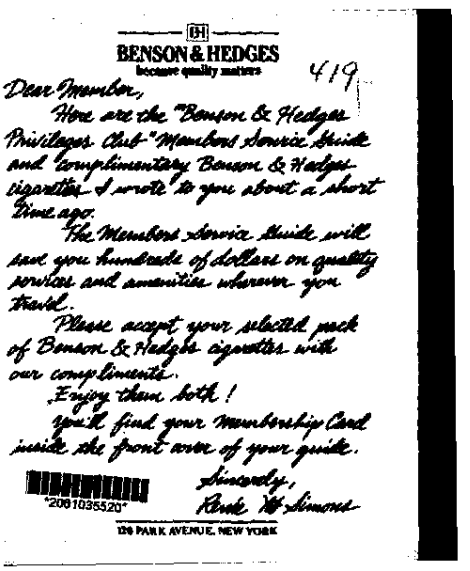

BENSON & HEDGES
because quality matters

419

Dear Member,

Here are the "Benson & Hedges Privileges Club" Members Service Guide and complimentary Benson & Hedges cigarettes I wrote to you about a short time ago.

The Members Service Guide will save you hundreds of dollars on quality services and amenities wherever you travel.

Please accept your selected pack of Benson & Hedges cigarettes with our compliments.

Enjoy them both!

You'll find your Membership Card inside the front cover of your guide.

Sincerely,
Rank W. Simons

"2061035520"

[illegible] PARK AVENUE, NEW YORK

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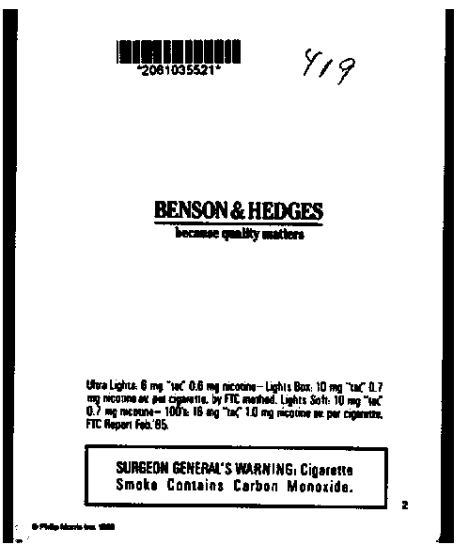
Source: https://www.industrydocuments.ucsf.edu/docs/pplp0003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BENSON & HEDGES
because quality matters
Ultra Lights: 6 mg "tar" 0.6 mg nicotine – Lights Box: 10 mg "tar" 0.7 mg nicotine av. per cigarette, by FTC method. Lights Soft: 10 mg "tar" 0.7 mg nicotine – 100's: 16 mg "tar" 1.0 mg nicotine av. per cigarette, FTC Report Feb. '85.
SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.
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